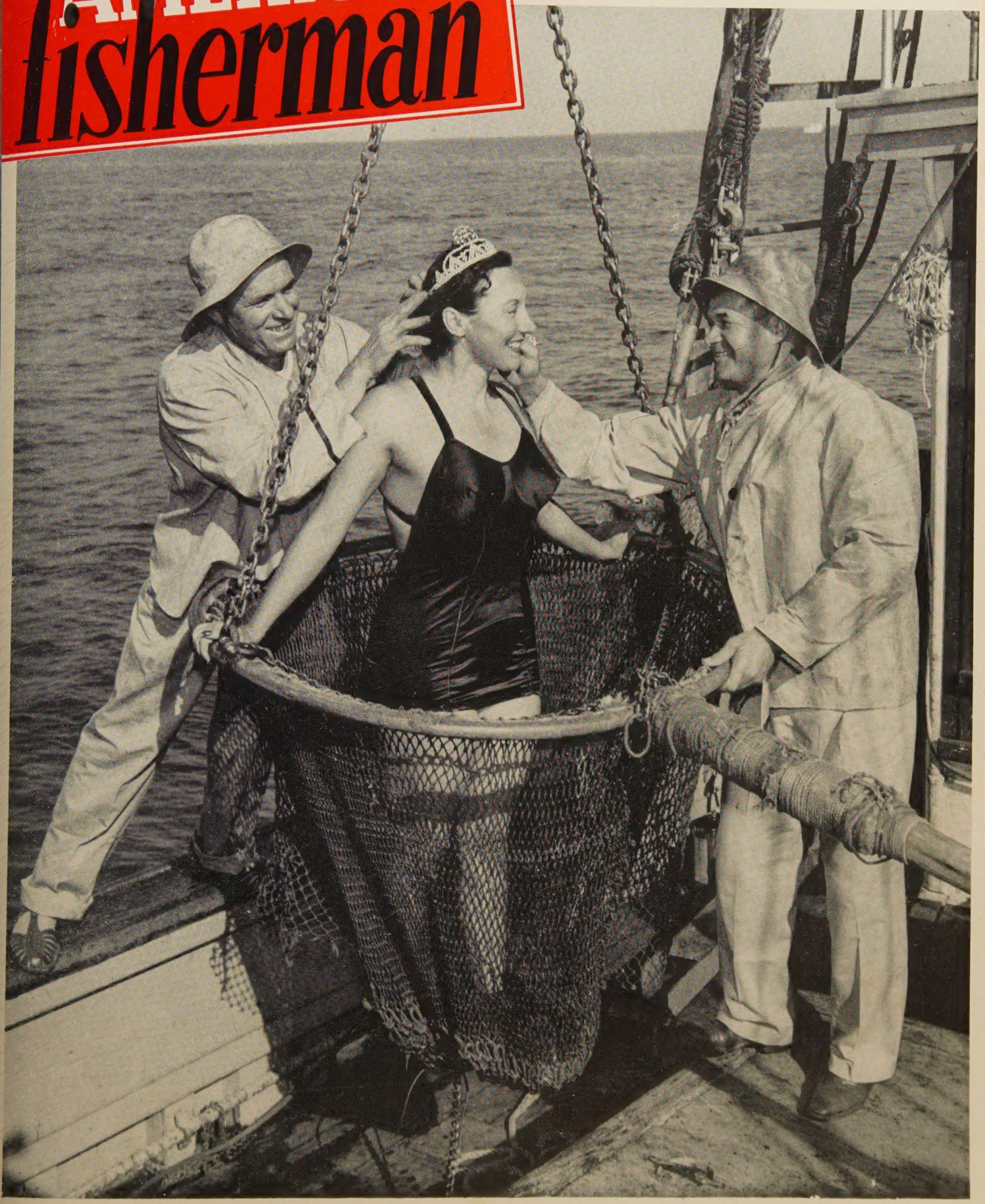
PACIFIC OCEANIC FISHERIES
INVESTIGATIONS

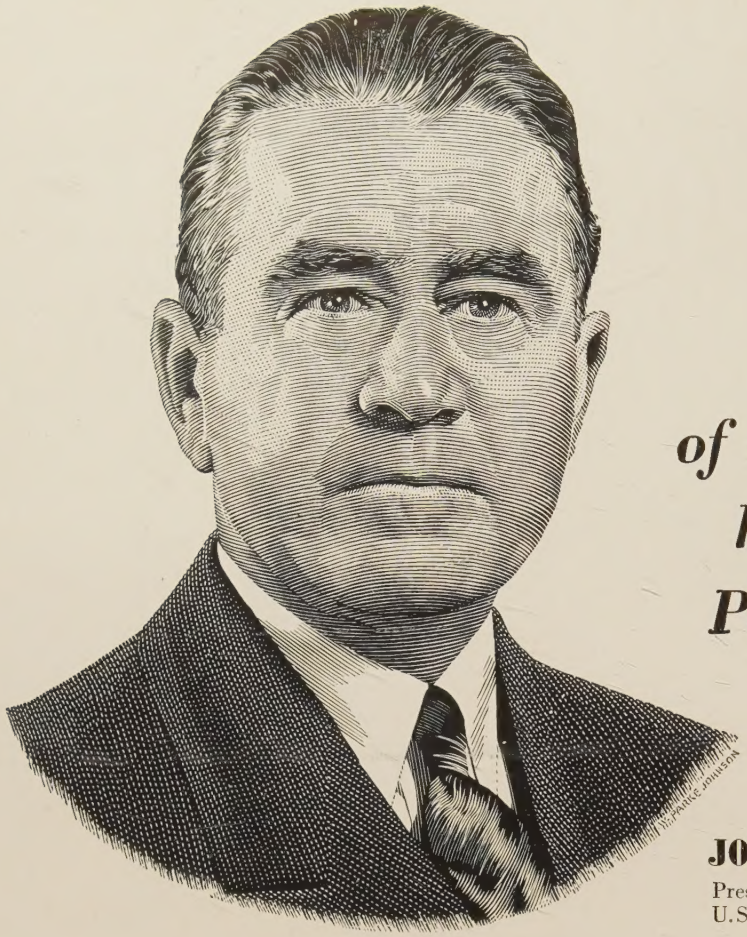
PAN-AMERICAN fisherman

OCTOBER 1952

35c

OCT 30 1952





"More than 98% of our 27,000 employees have enrolled in the Payroll Savings Plan"

JOHN E. GOBLE
President, National Tube Division,
U.S. Steel Corporation

"We of the National Tube Division of the United States Steel, recognize that systematic saving through the Payroll Deduction Plan is an investment in the security of the Nation, as well as of the individual. We are proud of the participation resulting from a person-to-person canvass in our plants and offices. More than 98% of our 27,000 employees have enrolled in the Payroll Savings Plan—a complete affirmation of their faith in America. Such personal savings are the backbone of our free enterprise system."

Concisely, clearly, Mr. Goble cites three of the reasons why 98% of the 27,000 employees of National Tube are enrolled in the Payroll Savings Plan:

- recognition by management that the Payroll Savings Plan contributes "to the security of the Nation as well as of the individual."
- the purchase of Defense Bonds through payroll deductions is concrete affirmation of Americans' faith in America.
- a person-to-person canvass in plants and offices put a Payroll Savings application in the hands of every National Tube employee.

There is still another reason for National Tube's outstanding employee participation: *Mr. Goble's personal interest in the Payroll Savings Plan, and the conducting of the person-to-person canvass.*

State Directors of the Treasury Department, members of the Field Staff of the Payroll Savings Division, Volunteer Chairmen of industry groups—everyone associated with the Payroll Savings Plan—will tell you that every highly successful Payroll Plan is a reflection of the deep interest and personal effort of the company's top executive.

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The GLOBE

An International News
File compiled from
FOREIGN REPORTS
by
Marine Press Association

Reykiavik, Iceland—The United Kingdom has lodged several protests against the Icelandic territorial waters regulations promulgated by the latter country on March 19, 1952.

On June 18, the British Charge D'Affairs in Reykjavik presented a note to the Icelandic Foreign Minister, in reply to the Icelandic note of May 12, which was itself in reply to a British note of May 2, 1952, protesting against the Icelandic territorial waters regulations.

The British note of June 18 rejected the Icelandic claim that there had been prior consultation with the British before the regulations of March 19, 1952, were promulgated; rejected the Icelandic claim of validity of the new base line closing off Faxa Bay; and rejected the Icelandic claim on the invalidity of the 3-mile rule in International Law. The British reserved "the right to claim compensation from the Icelandic government vessels in waters which in the opinion of Her Majestys Government are high seas," a June 19 American Consular dispatch from Reykjavic reports.

There is an inference in the clause quoted above that British fishing vessels may be advised by the British government to ignore that part of the new Icelandic prohibited fishing zone which is not recognized by the United Kingdom. This would include the zone between the new Icelandic 4-mile limit and the 3-mile limit accepted by the British around the entire coast of Iceland; also an area at the opening of Faxa Bay, where the British do not accept the new Icelandic base line.

There have thus far been no instances of any fishing vessels, Icelandic or foreign, caught in violation of the new Icelandic regulations which became effective on May 15, 1952.

Caracas, Venezuela—A revised trade agreement, supplementing and superseding the original 1939 U. S.-Venezuelan reciprocal trade agreement, was signed in Caracas, Venezuela, on August 29, 1952, by representatives of the two governments. Negotation of the revised agreement by teams appointed by the respective governments was initiated in Caracas in April 1952 and concluded in Washington during August.

The new agreement results in an increase in the Venezuelan import duties on three fishery items in that nation's tariff schedules, the trade in which amounted to $531,000 in 1950 and $663,000 in 1951 in terms of United States exports to Venezuela. The rate on canned shellfish, while listed in the new agreement, has been raised from the 1939 agreement rate to the most-favored-nation rate. Canned sardines and salmon, which were in the 1939 agreement, have been excluded from the new agreement.

Accordingly, the rate of duty on canned sardines imported into Venezuela will be increased from .28 bolivares per gross kilogram (about 3.8 U. S. cents per pound) to the most-favored nation rate presently at 2.00 bolivares per gross kilogram (27.3 U. S. cents per pound). Likewise, the rate on canned salmon will be increased from .90 bolivares per gross kilogram (12.3 U. S. cents per pound)) to 2.00 bolivares (27.3 U. S. cents per pound). The rate on canned shellfish will be increased from 1.50 bolivares per gross kilogram.

Bogota, Colombia—A firm, founded by Colombia's semi-official industrial development corporation for the purpose of exploiting the fishery resources of Colombia's Caribbean and Pacific Coasts, purchased three 100-foot tuna fishing boats in order to go into the tuna fishing business on a comparatively large scale. However, the firm has consistently shown losses since its foundation in 1946, and the industrial development corporation now thinks that it might have been a bit over-enthusiastic in its plans for the firm's expansion, an April 21 American Consular dispatch from Bogota reports. The company now wishes to sell one of the tuna boats and to enter into an agreement with an American firm to come into the company on a partnership basis or to charter the boats outright and possibly to operate a fish-canning factory, the machinery for which is now arriving in Buenaventura for installation in that city.

London, England—Canned tuna purchases by the United Kingdom from South America were reported in the June 28, 1952, issue of the British periodical, **The Grocer,** according to an American Embassy dispatch from London.

When the **Reina Del Pacifico** arrived in the Mersey on June 20, it brought 25,000 cases (1,250,000 cans) of canned tuna from Peru and Chile, a food item destined to fill the gap caused by the great decline in canned red salmon deliveries.

Before World War II, the people of the United Kingdom were the world's biggest consumer of red salmon, accounting for 43,000 tons a year, but since then only about 3,700 tons a year have been imported.

Canned tuna has been given a trial in Scotland, Ulster, and Wales, and the present consignment—the largest shipment of the kind to the United Kingdom—will, it is hoped, eventually lead to the replacement of a lost Liverpool industry.

The Hague, Netherlands—Packaging of frozen fish, which had its inception in the Netherlands late in 1950, progressed considerably within the past year, according to a July 15 American Embassy report from The Hague.

At present there are two plants engaged in such processing, both located at Ijmuiden. Their combined capacity is estimated at 500 metric tons of fish per eight-hour working day.

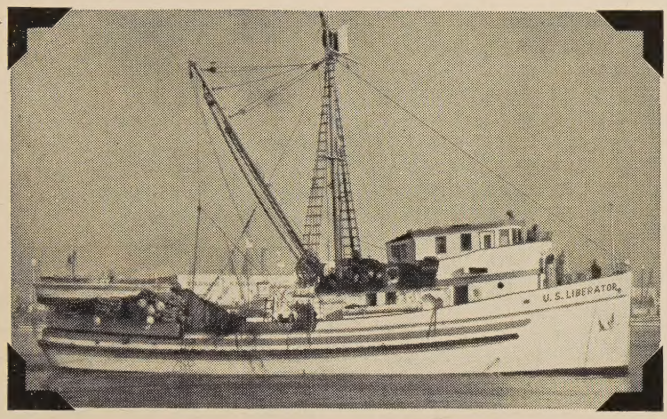
Domestic sales of packaged frozen fish are large and stable, even though there is considerable competition from adequate supplies of fresh fish. On the other hand, exports are erratic, and before there can be any real improvement in foreign sales, existing difficulties will have to be worked out. At the present time the two Ijmuiden plants process frozen fish on a customs basis for a variety of Dutch exporters, according to demand. As a result of this system, poor quality fish have sometimes been processed and packaging has occasionally been substandard. However, the industry has now asked the Netherlands control board for fisheries for its cooperation in limiting the number of firms licensed for such exports. In this way the packers hope to eventually standardize their packing methods and streamline the marketing system.

STANDARD ENGINEER'S REPORT

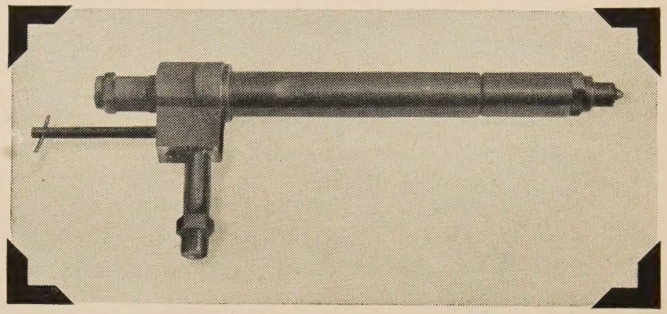
DATA

PRODUCT	Standard Diesel Fuel
UNIT	85 foot purse seiner — 400 H.P. Enterprise Diesel
CONDITIONS	Fishing off California and Mexico coasts
PERIOD	Since 1944
OWNER	Sal Colletto Monterey, Calif.

No deposits on diesel injectors in 1200 hours tough work!



THE M.V. U.S. LIBERATOR fishes the high seas from California to as far south as Acapulco, Mexico. Her 400-H.P. propulsion engine works hard in the heavy seas, tides and tropical storms.



STANDARD DIESEL FUEL, used in the U.S. Liberator's engine since she was built in 1944, has always provided plenty of power and smooth operation under all conditions—has burned "clean" and kept fuel parts in good condition, according to her skipper and owner, Mr. Sal Colletto. Note the injector above removed for photographing after completion of a 1200-hour fishing cruise.

USING RPM DELO HEAVY DUTY Lubricating Oil, here being added by Chief Engineer Buda, has practically eliminated bearing and piston overhauls on the engine. After seven seasons of work without overhaul, an inspection showed the tool marks still on pistons, rings free and in good condition, bearings tight. During this period, oil was drained at about 250-hour intervals.

REMARKS: Standard Diesel Fuel and RPM DELO Oil work together to develop the highest efficiency in diesel engines and come in different grades to meet operating conditions in all sizes and types. The fuel comes to you clean and is made to exact specifications; the oil contains special compounds which resist oxidation, corrosion, stop foaming and prevent wear.

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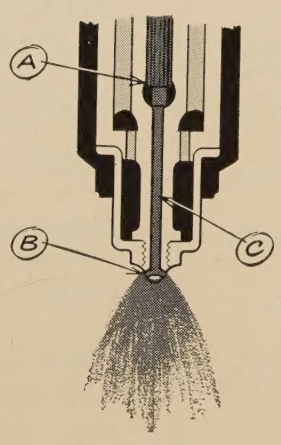
How Standard Diesel Fuel cuts repairs and ups engine efficiency



A. Complete distillation and cleanliness prevent wear of fuel-system parts.

B. Proper ignition quality provides even burning and sustained power with minimum combustion shock, quick starting and smooth idling.

C. Has correct viscosity to provide lubrication of fuel-system parts—assures less wear, minimum leakage and clean injection cut-off.

STANDARD TECHNICAL SERVICE checked this product performance. For expert help on lubrication or fuel problems, call your Standard Fuel and Lubricant Engineer or Representative; or write Standard Oil Company of California, 225 Bush St., San Francisco.

STANDARD OIL COMPANY OF CALIFORNIA

PAN-AMERICAN *fisherman*

VOL. VII — No. 3

OCTOBER 1952

"NEWSmagazine of PAN-AMERICAN FISHERIES combined with the magazine TUNAfisherman"

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About this Issue . . .

BEHIND THE COVER

Skipper John J. Evich (left) of the purse seiner Clermont, crowns Florence Chadwick "Honorary Skipperette of the 1952 San Pedro Fishermen's Fiesta. At right, Crew Member Bob Lucin.

•

Walter "Hank" Richards believes that surveys show WHERE people buy WHAT tuna, and he points out the correlation between marketing and finding fish. See Page 7 to find out how the fishermen do it.

•

Dr. Wilbert M. Chapman, director of research for the American Tunaboat Association, and former member of the State Department, was the first man on the scene when the mis-understanding regarding seizure of American-owned tunaboats occurred in Ecuadoran waters. His views on this complicated international situation will be found on Page 9.

•

People pressed with the need for food find many ingenious ways to acquire it. Fish Farming comes to us through the courtesy of FAO through the United Nation's Regional office in Washington, D. C. See Page 11.

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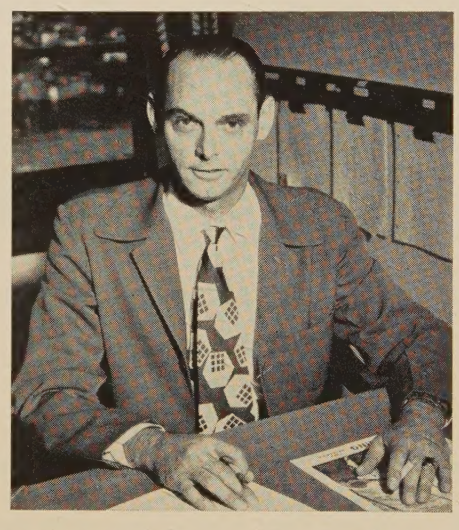
EDITORIAL

TUNA TARIFF TIME

(THEME SONG OF THE TUNA FISHERMEN)

It comes on fall and the clippers are being laid-up again. Hundreds of tons of tuna have been waiting in the harbor for weeks to be unloaded. The canneries have once more stepped up their lay-up plans that have been in operation off and on all year. The clippers are being held up in port again at the best part of the tuna season. Without this new lay-up the season's production is already 30,000 tons short of last year's, mainly because of the complete lay-up of the fleet in the early half of last winter, and the rotation of sailing dates this summer and fall. So we come up again to Tuna Tariff Time, which is becoming an annual affair.

Where do we stand now? What is the outlook for getting control over the flow of tuna in ports? What will be the effects on next year's operation of the tuna industry if the importers are able to maintain the present impasse in controls over tuna imports?



Several things have been clarified since the go-around last fall. One of these is that Latin America is being pushed out of the tuna business in Japan. In the first seven months of last year Peru sent in nearly 18 million pounds of frozen tuna, whereas in the same period of this year they sent in less than 8 million pounds. Yet in the first seven months of this year Japan sent in 27 million pounds of frozen tuna as against 20 million pounds for last year. In tuna canned in oil Japan's part of the imports has gone up 2,330,000 pounds from last year's 1,833,000 pounds, while Peru's share has gone down from 892,000 pounds last year to 7,600 pounds this year. In tuna canned in brine the figures are really impressive. Japan's part of this market went up from two million pounds to ten million pounds, while Peru's share has risen by only seventeen thousand pounds. All this makes it obvious that the big hullaballoo that importers and the Department of State got six Latin American countries to raise last year was wind without substance.

Secondly the importers have had to completely switch their field this year. Last year they said we had caused all the trouble in the market by overbuilding our fleet. This year they have been saying that imports were necessary because the United States fleet couldn't supply the tuna the American tuna market needed. How they are going to explain the fleet laying-up again now is not certain. But we believe they will find a way.

Thirdly the Japanese voluntary quota is not working. The Japanese established a voluntary quota in April of this year under which they would send to the United States only 12,000 tons of frozen tuna and one million cases of canned tuna in the year to come. The quota for frozen tuna has been exhausted. Large quantities are being shipped to this country through Canada (on which the Canadians charge a tariff), and this is not being counted on the quota by the Japanese. The Japanese now announce that they intend raising the 12,000 ton quota by another 6,000 tons. Also the official dispatch says, "An increase in the allotment of canned tuna for export is to be considered separately."

Fourthly the total volume of imports of tuna and tuna-like fishes into the United States is higher than last year.

Fifthly the Japanese are continuing the rapid expansion of their tuna fleet at a time when no new construction is being thought of in America, and the American tuna fleet has been shrinking by normal sinkings and losses. At the end of 1951 the Japanese tuna fleet consisted of 1,698 boats aggregating 104,000 gross tons. The Japanese are now shifting new construction to large vessels. Plans for a 500 ton boat have been completed. Several 300 ton vessels are already in operation and several more in the same class are nearing completion.

Sixthly the Department of State within the month has restated its firm opposition to any raise in any tariff and the establishment of any quantitative restrictions on imports (quotas).

Our present position is this: Barring a recall of the Congress before January we will get no Congressional action. The new Congress, convening January 3, 1953, will be starting with a clean slate. HR 5693 will be dead.

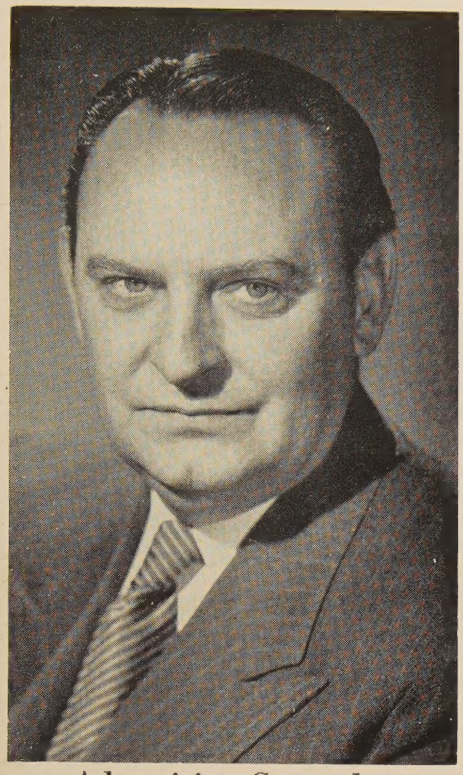
The Trade Agreements Committee has been pondering in secrecy since last January the President's request to do something about tuna in brine in the Icelandic Trade Agreement. Since this Committee is dominated by the Department of State it will probably continue to brood on this problem in secrecy for some time to come. The Tariff Commission has been gathering data and studying the problem of canned tuna imports since last January's hearings. Something will come of this shortly. Under law they have to report their findings to the President early in November of this year.

The Tariff Commission, at the request of the Senate Finance Committee, has now instituted a completely new, and broader investigation of the effect of *all* tuna imports (frozen tuna in particular) on the *entire* American tuna industry. It will hold hearings November 17th. It will report its findings to the Senate on March 1, 1953, by which time there will be a new Congress and a new President.

The United States Fish and Wildlife Service, at the request of the six West Coast Senators, is conducting an investigation of the effect of tuna imports on the long term economy of the American tuna industry.

That is where we stand to date. There is no tariff on frozen tuna. The tariffs on the various kinds of canned tuna remain the same. Imports are still increasing. The importers are leaving no stone unturned not only to prevent any change in this situation, but to cut the existing tariffs on canned tuna. The Japanese are betting on this happening to the extent of building a new fleet. The United States tuna industry has been reduced to its 1948 share of the American tuna market.

There you have it. In fact, you have had it! ! ! !



Advertising Counselor
Walter "Hank" Richards

fisher-birds

By

WALTER "HANK" RICHARDS

MARKET research is comparatively new in the business world, actually dating back to around 1911 when the Curtis Publishing Company recognized its importance to the extent of establishing a research department.

Research practice, however, is probably about as old as time. When the first caveman discovered that his prey was most easily caught at water holes, he had discovered a "fact" about his business that helped him hunt more successfully. And the first Fisherman who discovered that birds are better equipped to spot fish than men, and that a swarm of fisher-birds was a sign that fish were there, was also discoverer of a fundamental of Market Research. He learned not to cast bait all over the ocean. The birds were his researchers who gave him a sampling and that enabled him to fish where the fish were known to be.

Almost all Market Research is done by means of a "sampling." In conducting research about housewive's Tuna-buying habits, it is not necessary to contact every woman in America. You select a typical cross-section of housewives and on the basis of their response to your questions an approximate guage can be arrived at.

That surveys and straw votes are subject to error goes without saying, as anyone can attest who remembers the debacle over Dewey during the last elections when most of the pollsters wrongly conceded him the election. However, American businessmen have profited greatly from intelligently conducted surveys, Market Research that had been a guide to the future for many concerns.

Toward the close of World War II, with factories operating to capacity turning out war orders, labor in great demand and money piling up in banks and binds, American Businessmen began wondering what was going to happen when the war-plug was pulled. Canny operatives, recalling the immediate cancellation of all war orders at the end of World War I, throwing the country overnight from boom to bust, started in busily "researching" the post-war market so they could anticipate and be ready for anything that might happen.

When the war ended, business was ready for a fast changeover from a wartime to a peacetime economy. Market Research figures showed them not only how many automobiles, radios and refrigerators were needed, but also, what kind they should be, what color, size and the public preferences in style and design.

Business even learned through research surveys the kind of families that would be their major postwar customer, where they lived, shopped and even how much they had saved.

Such information was of tremendous consequence in shaping the post-war we are living in.

Top authorities in the field of Market Research now believe they can help avoid the possibility of future major depressions by helping businessmen estimate their sales potentials so they can avoid over-expansion. They say also, that they will be able to predict business slumps long enough in advance so the Government, forewarned can take steps to bolster a falling economy before it hits bottom.

The measurement of consumer behavior is not an easy task for the researcher. Fool-proof techniques have yet to be perfected. There is still a certain margin of trial and error, but by and large, the figures indicated by representative samplings of typical markets offers a reasonably sure guide to merchandising where no certain road existed before.

Many a tidy fortunte has been squandered by businessmen who misjudged the desires of the public, and came on the market with products for which there was no demand. There was an excuse in the old days, but today, even though surveys are not 100% infallible, they are still close enough that they render a better than fair assurance that a product approved by the sampling, will find general acceptance by consumers.

Market Research today reports on consumer demands for new types of products, new developments of old ones, changes in buying habits and shifts in the market as well as the popularity and relative effectiveness of various ads and types of advertising. Popularity surveys of TV and Radio programs are closely watched by advertisers and their ad agencies as barometers of sales effectiveness.

The true worth of Market Research to the business world can more easily be understood when studying the relative costs of producing and selling the average commodity.

I do not have reliable figures on the production and sales expenses involved in canning Tuna, but Nationally, out of every dollar of commodity cost, 59¢ goes to cover marketing costs. This includes advertising, shipping, warehousing, retail markup and every cost that must be added to the producer's expense in placing his product in the consumer's hands.

Production and manufacturing cost

(*Continued on page 15*)

EBB 'n FLOW

FISHERY PRODUCTS MARKETING

Consumption: Civilian consumption of edible fishery products in 1952 is expected to be about the same as the preceding year's rate. During the first half of the year slight reductions in consumption were indicated for all major groups—fresh, frozen and canned—but some pick-up in civilian takings is in prospect after mid-summer.

Prices: Retail prices for the year as a whole probably will be about equal to those for 1951. Through mid-year the index of retail prices for all fishery products was almost the same as that of a year earlier.

Production: The commercial catch of fish and shellfish has totaled somewhat smaller so far this year than in the same period of 1951. However, production activity is now at its seasonal peak, and will continue high until mid-fall. Prospects for the year as a whole point to a total output about as large as that of 1951.

Freezing and Cold-Storage Holdings: The commercial freezing of fishery products in the United States and Alaska through mid-1952 has also been somewhat below a year earlier. Commercial freezing operations will be seasonably large in the next three months.

Cold-storage holdings of frozen fishery products in the United States and Alaska on July 1 totaled almost 20 per cent larger than a year earlier—record holdings for that date. The quantity of fishery products in cold-storage will continue to expand until late fall in order to build up supplies for distribution in the low-production months next winter. Over the past few years, domestic demand for frozen fishery products has expanded. This has been accompanied by a definite upward trend in the quantity of these products held in cold-storage, a sharp increase in commercial freezings, and an increase in imports.

Canned Fishery Products: Trade reports indicate that civilians have taken smaller quantities of canned fishery products per person thus far this year than in the same part of 1951. Consumption of canned salmon and tuna maintained at about the rate of a year earlier, but declines were apparent for Maine sardines and, to a lesser extent, California sardines (pilchards), and mackerel. Some seasonal increase will occur this summer, but the consumption rates per person probably will remain somewhat below that of a year earlier at least until early fall when the present year's packs will move to market in larger volume.

Production of canned fishery products in 1952 is expected to total about the same as last year. Current indications are that there will be a much larger pack of Maine sardines, but output of many of the other popular species of canned fishery products may be a bit smaller than in 1951. Domestic supplies of canned fishery products may be supplemented by sizeable imports of salmon from Canada. This year the United Kingdom, the largest export market for Canadian canned salmon, has indicated that it will not purchase any of this commodity from Canada.

Foreign Trade: Imports of fishery products probably will be larger this

year than in 1951, but no noticeable expansion in exports is anticipated. Receipts of frozen products from abroad, especially of groundfish (cod, haddock, pollock, and cusk) and ocean perch (rosefish) fillets, may reach a record level in 1952. Through June, imports of groundfish and ocean perch fillets totaled 53.1 million pounds, more than 25 per cent above the comparable 1951 total.

Exports of canned fishery products thus far in 1952 have been impeded by the foreign trade restrictions and by the relatively short supplies of the types of products—for example, California sardines (pilchards)—which are popular abroad. There is no indication that the situation will improve much this year.

This analysis appeared in a report prepared by the Bureau of Agricultural Economics, U. S. Department of Agriculture, in cooperation with the U. S. Fish and Wildlife Service, and published in the former agency's July-September 1952 issue of *The National Food Situation.*

SWEDEN MERCHANDISING METHOD

In Sweden extensive use is being made of a new method of packaging and merchandising fishery products. The new method consists of cutting frozen fish in portion. These are packed in plastic bags with all the ingredients necessary for cooking. The package is then vacuum sealed. When the contents are to be used, the whole package is heated in boiling water, reports the November 8, 1951, issue of *Fiskets Gang.* When sufficiently heated, the fish is ready for eating.

CANADIAN COLD STORAGE

Frozen fish stocks in Canada, amounted to 53,840,000 pounds in August 1, 1952, of which 50,666,000 pounds were frozen fresh and 3,174,000 pounds frozen smoked (estimates for firms failing to report on time are included). These holdings are higher by 7,861,000 pounds frozen fresh and lower by 29,000 pounds frozen smoked than those at July 1, 1952. Compared with August 1, 1951, they are higher by 8,475,000 pounds frozen fresh and lower by 303,000 pounds frozen smoked. There was an "into-storage" movement for all classifications of 7.8 million pounds as compared with a similar movement of 4.9 million pounds during July 1951. (Estimates for firms failing to report are not included in analyses by the species which follow.)

COD: Frozen cod stocks on August 1, 1952, were 12,096,000 pounds, consisting of 9,951,000 pounds frozen fresh (dressed and fillets) and 2,145,000 pounds frozen smoked. Apparent net increase during July was 2.9 million pounds, compared with 1.6 million pounds during July 1951. The quantity frozen during July was 7,642,000 pounds.

SALMON: Frozen salmon stocks (frozen fresh and smoked dressed fish and fillets) on August 1 were 5,967,000 pounds a year ago and 5,235,000 pounds the previous month. Apparent net increase during July was 732,000 pounds as compared with 1.8 million pounds during the same month of 1951. Freezings during July were 3,113,000 pounds.

HALIBUT: August 1 holdings of frozen fresh halibut totaled 11,449,000 pounds as compared with 12,102,000 pounds a month earlier and 13,550,000 pounds a year earlier. July 1952 freezings amounted to 3,190,000 pounds.

(*Continued on page 15*)

W. M. Chapman
Director of Research
American Tunaboat Association

The ECUADOR Story

By

DR. W. M. CHAPMAN

THE relationship between the tuna fleet of Southern California and the Government of Ecuador has deteriorated in the past two years. This decline in good relations has been the result of changes in the Ecuadoran fishing law and it has damaged Ecuador considerably more than it has the tuna fleet. Ecuador's revenues from its fisheries have been cut by more than half at a time when they should have been doubling. The reasons for this are somewhat complex, and are rooted in events that took place just after the war. The story runs as follows:

Directly after the war, you will remember, there was a great shortage of food all over the world, and particularly of protein food. Supplies of canned tuna, along with other meat foods, were less than demand in the American market. The clipper fleet, which had so largely been taken over by the Navy for war work, was not yet back in full commission producing tuna. The Japanese tuna fleet was almost totally out of commission. The American market eagerly demanded more tuna and was willing to pay for it. As a result profits in the American tuna industry were abnormally, and briefly, high. It will be remembered that the world shortage of food was so great that the United States Government was priming the world food pump by every means available to it. It sent economic missions and food production specialists to countries all over the world to speed the production of food. It stimulated the formation of the Food and Agricultural Organization (FAO) of the United Nations whose sole function was to increase food production throughout the world, and it backed the FAO with millions in cash. For a brief period it backed UNRA with other millions for the same purpose, although that organization had little effect in Latin America. What the United States was doing in other parts of the world through these world-wide agencies it was doing intensively in Latin America with another new agency, the Institute of Inter-American Affairs. This agency the Congress also backed with millions, and its prime function was the increase of food production in Latin America.

These matters are recalled to memory because the tuna fleet's troubles in Ecuador are a direct hangover from this post-war spending jag by the United States Government in the food production business. Naturally where there was so much money to be spent, promoters of various stripes stepped in to help its spending.

In Ecuador two of these promoters showed up in 1947 and by 1948 were quite well advanced on a scheme to put Ecuador into the tuna business in a big way. Their schemes envisioned the spending of a few million dollars but would, they said, result in the establishment of a tuna fishing and a tuna canning industry in Ecuador which would bring millions of dollars a year of new income into Ecuador. The scheme was so airtight and good, in fact, that the two principals quarreled over how to divide the proceeds before they could get the scheme approved by the Ecuadoran Government. There thus developed two separate schemes, each as good as the other and each guaranteed to put Ecuador on its feet.

The proponents of these two schemes sold the new Ecuadoran President, Senor Gallo Plaza, on those schemes lock, stock and barrel. They persuaded him, for instance, that 80% of United States tuna production came from the Galapagos Islands. This was a most gross exaggeration, but keep it in mind because that figure still runs through official Ecuadoran thinking. If 80% of American tuna production came from the Galapagos, and the tuna industry was making millions every year, then all Ecuador had to do was start a canning industry and raise the license fee for American vessels high enough that the American vessels would have to transfer down to Ecuador in order to operate at a profit.

At this time the tuna industry put on a show in Ecuador that backed the statements of these two promoters to the hilt. A large salmon packer decided to get into the tuna business. He envisioned the possibility of doing this with purse seiners in the Galapagos. There ensued a vigorous legislative struggle in Quito with part of the United States industry pulling the Ecuadorans one way, and the rest trying to push them the other way.

To President Gallo Plaza and others in the Ecuadoran Government these things appeared obvious. The two promoters told them that the Galapagos were a rich orange that only needed squeezing for dollars to run out into the Ecuadoran treasury. The Americans themselves were fighting over who would get this rich prize. Therefore the promoters must be right. So each of the promoters were given their concessions. President Plaza told the Ecuadoran Congress that Ecuador was going into the tuna business in a big way and this was going to be a fine thing for the country. The move was given wide publicity in Ecuador.

The difficulty now was that neither of the promoters had any money with which to put their concessions into effect. Neither did Ecuador. The two promoters had to look elsewhere for the money. One went to the Export-Import Bank, the other went to the World Bank.

But by this time it was 1950. The

(*Continued on page 13*)

Know Your Seafoods

LARGE VARIETY FOR DAILY MENUS

THE TUNA RESEARCH FOUNDATION

Cool, refreshing, nutritious and easy to prepare! What more could one ask in a tempting Summertime dish? With a can of tuna on hand, the imaginative homemaker can create healthful and appetizing menus and still keep well within a budget streamlined for vacation sprees.

Here are two warm-weather luncheon dishes especially tested with flavorful canned tuna from California. Served with a vegetable and fluffy rolls, these tuna recipes round out a balanced Summer menu.

TUNA ASPIC RING

(Makes 6 servings)

1 envelope unflavored gelatin
¼ cup cold tomato juice
1½ cups hot tomato juice
2 tablespoons bottled or fresh lemon juice
¼ cup chopped green pepper
¼ cup chopped celery
½ cup slivered blanched almonds
2 7-ounce cans solid-pack tuna, drained
2 medium-sized fresh tomatoes

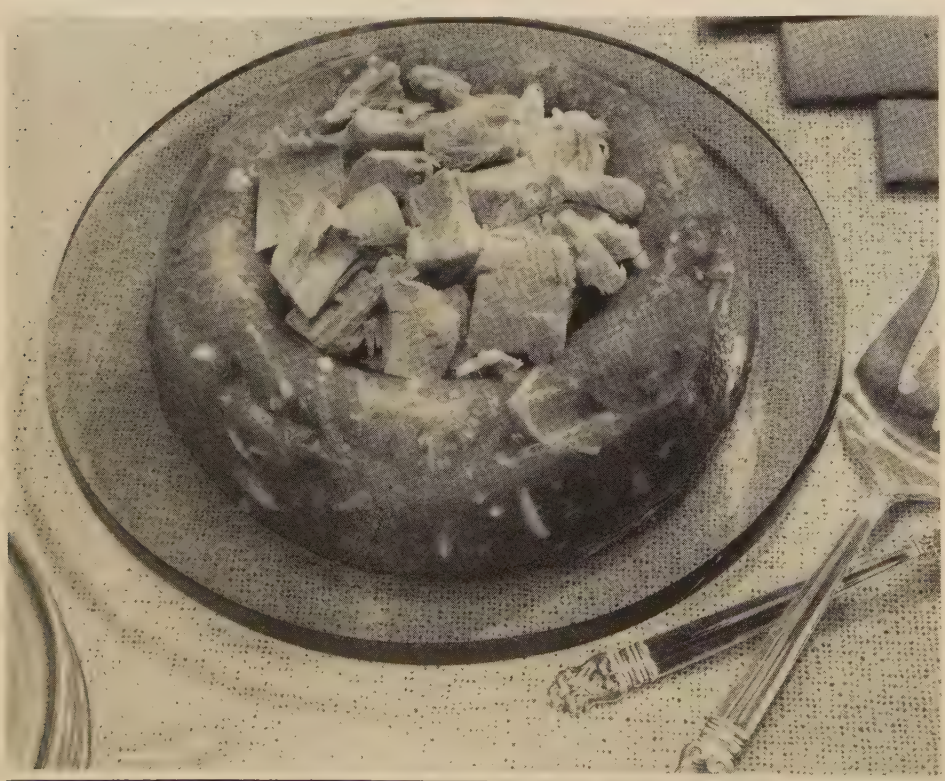
Soften gelatin in cold tomato juice for 5 minutes. Add to hot tomato juice and stir until dissolved. In a large bowl, combine gelatin mixture with lemon juice, green pepper, celery and almonds. With a fork, break tuna into large chunks. Add ½ can tuna; mix thoroughly. Chill until partially set.

Cut tomatoes into thin slices. Arrange slices to cover bottom of oiled 1-quart ring mold. Pour chilled salad mixture over tomatoes in mold. Chill until firm. Unmold on serving plate and fill center with remaining tuna.

DAGWOOD TUNA SALAD

1 7-ounce can solid-pack tuna
½ cup chopped celery
¼ cup chopped stuffed green olives
¼ cup chopped pecans
⅓ cup mayonnaise
Salt and freshly ground pepper to taste
6 medium-sized fresh tomatoes
Parsley sprigs

With a fork, break tuna into large chunks. In a bowl, combine tuna, celery, olives, pecans, mayonnaise, salt and pepper; mix lightly but thoroughly. Cut each tomato, crosswise, into 3 slices. Spread bottom and middle tomato slices with tuna mixture. For each salad, arrange bottom slice on crisp lettuce; place middle slices on this and top with stem end slice. Garnish with sprig of parsley. Chill before serving.



Try These Also

TUNA MACARONI CASSEROLE

(Makes 4-6 servings)

1 tablespoon salt
3 quarts boiling water
8 ounces elbow macaroni (2 cups)
2 tablespoons butter or margarine
2 tablespoons flour
1½ cups milk
½ teaspoon salt
Freshly ground pepper
1 cup grated processed Cheddar cheese
1 7-ounce can solid-pack tuna
2 medium-sized fresh tomatoes, sliced

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

In a saucepan, melt butter or margarine over low heat. Add flour and blend. Add milk and cook until thickened, stirring constantly. Add ½ teaspoon salt and pepper. With a fork, break tuna into large chunks. Add ¾ cup cheese, tuna and oil from tuna; stir until cheese is melted. Add cooked macaroni; mix lightly.

Turn half of macaroni mixture into 1½ quart casserole. Arrange half of tomato slices on top of macaroni mixture. Repeat layers using remaining ingredients and sprinkle top with remaining ¼ cup cheese. Bake in moderate oven (350°) 20 minutes. Serve piping hot.

TUNA SPINACH SALAD

(Makes 6 servings)

1 10-ounce package frozen chopped spinach
2 7-ounce cans solid-pack tuna
1 tablespoon fresh or bottled lemon juice
¼ teaspoon salt
Dash freshly ground pepper
Dash paprika
1 teaspoon sugar
1 small onion, minced
½ teaspoon salt
1 tablespoon French dressing
2 hard-cooked eggs, sliced

Allow spinach to thaw. Drain tuna and reserve oil; break tuna into large pieces with fork. Place in refrigerator. In a jar, combine tuna oil, lemon juice, ¼ teaspoon salt, pepper, paprika and sugar; shake well to blend. In a bowl, combine oil mixture and thawed spinach; mix lightly. Place in refrigerator and allow to marinate 30 minutes.

To the marinated spinach, add tuna, onion, ½ teaspoon salt and French dressing; toss lightly but thoroughly. Chill. Serve in crisp lettuce cups and garnish with slices of hard-cooked eggs.

Receipes Kitchen-Tested in the Home Economics Department of . . .

Theodore R. Sills Company, 137 East 57th Street, New York 22, N. Y.

FISH FARMING

For centuries past, the Indonesian rice cultivator has practiced fish farming as a side-line, "planting" baby carp in his flooded rice paddies at sowing time and "reaping" the grown fish when the paddy fields are drained for the rice harvest. In this way, at a minimum cost in money and effort, he has supplemented his staple starchy diet of rice with the protein necessary to maintain health.

Today, this age-old practice promises to become an important factor in the modern world's search for means of increasing and improving the food supplies of the many millions who now suffer from chronic malnutrition and its consequences of disease and debility. Playing a major role in this development is the expanded program of technical assistance being carried out by the United Nations and its specialized agencies.

This program was established to provide an international reservoir of advanced technical knowledge and practical assistance on which Member nations could draw to help them in their economic and social development.

Assistance in the form of the provision of experts, the granting of fellowships and help in the establishment of demonstration centers and pilot projects is available in practically every conceivable field, from the development of specific industrial or agricultural projects to the setting up and improvement of administrative services.

Most of the requests for assistance naturally come from under-developed countries and most of the technical know-how is supplied from the accumulated resources of those countries which are technically most advanced.

The developments now taking place in fish farming, however, illustrate how under-developed countries can draw on each other's experience for their common advancement.

About half the world's population, particularly in under-developed areas, does not get enough to eat and the most serious dietary deficiency is in proteins. To improve the supply of proteins by increasing the livestock population on the land is a costly and slow process which is further complicated by the fact that cattle, sheep and pigs themselves eat food produced on the land. As their numbers increase, more food must be produced for them. This, in turn, cuts into the generally inadequate food supply of the human population. Fish, however, provide an excellent and cheap source of protein and their cultivation in no way interferes with food production from crops.

It was a recognition of this which prompted requests for assistance, in the cultivation of fish which were received by the United Nations Technical Assistance Board from such widely separated countries as Thailand, Israel and Haiti. As it is from the long-term experience of Indonesia that the technical know-how to meet their requests is largely being borrowed.

On the island of Java, in Indonesia, fish farming is not confined to the rice paddies and inland waters. The brackish coastal marshes are also exploited by enclosing them within a sea wall and keeping them flooded with tidal waters. This method can easily be extended to the coastal swamps of any country, with the additional advantage that the fish are invaluable for controlling malaria because they live off mosquitoes.

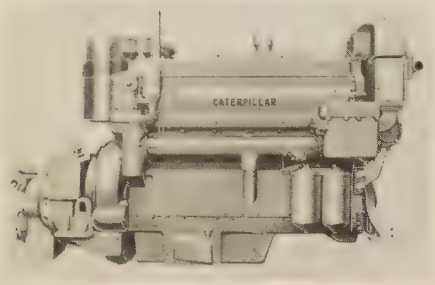
Experience in Java has shown that, for weight per hectare, the yield of fish is double that of rice. Furthermore, whereas 500 man labor days per year are needed to produce two tons of rice, the same tonnage of fish requires only 200 man labor days. In fact, this high productivity of fish culture had the unexpected and undesired result, when first developed in Thailand, of reducing rice cultivation. The fish were found to be more profitable. This tendency is being counteracted, however, by further developing methods of fish farming in paddy fields which permit the combined cultivation of rice and fish without detriment to either, and to this end, technical assistance fellowships were provided for Thai experts to study methods abroad.

Similarly, fellowships for such study in Java have been granted to two Israeli fish cultivators. Israel has been trying to supplement its food supply by the extension of the pond-culture of fish but the methods used there were found to be considerably less productive than those practiced in Indonesia.

At the request of the government of Haiti, an expert of the United Nations Food and Agriculture Organization made a survey of the opportunities of fish farming, and the Government itself set aside $10,000 to initiate fish culture. Seven experimental breeding ponds were started during 1951, with carp "fingerlings" from the United States and certain other local fish. A Haitian was given a fellowship to study Indonesian methods and other assistants are being trained for the essential work of extending knowledge and experience of fish culture among the local farmers. The results have been encouraging and indications are that fish farming will not only increase the much needed protein supply of Haiti, but that it will also provide productive employment for many Haitians.

These developments in fish cultivation provided an excellent example of how, through the technical assistance program of the United Nations and its specialized agencies, the aptitudes of one part of the world can be successfully transferred to another, and how traditional experience can combine with laboratory knowledge, applied science and modern technology to the lasting benefit of millions of people. Furthermore, it is a demonstration of the fact that "know-how" is not the monopoly of the highly developed countries. In effect, the simple cultivator of Java, where so many students are being sent on fellowships, is the "professor" of the techniques of successful fish farming.

PROGRESS & PRODUCTION



NEW ENGINE

A new marine engine incorporating numerous design advancements is in production, according to an announcement by Caterpillar, San Leandro, Calif., and Peoria, Ill.

Designated the Cat D326 Marine Diesel, the engine has six cylinders with 5⅛-inch bore and 6-inch stroke. It operates on a four-stroke cycle, producing 118 horsepower at 1,600 rpm on continuous, 24-hour duty.

Weight of the engine with standard marine equipment is approximately 4,500 to 4,700 lbs., depending upon the reverse and reduction gear selected.

Announcement of the new engine follows the recent introduction of the Cat D337 Marine Diesel, similar in many ways to the D326 but build for a higher horsepower output.

With the engines came new developments in the Caterpillar fuel injection system of individual pumps and valves. The pumps are mounted directly adjacent to the cylinders they serve, and the fuel lines made short and identical. These pumps, as well as the intake and exhaust valves, are actuated by a single camshaft.

Both engines include special heat resisting metal inserts in the tops of pistons and valve seats. Main and connecting rod bearings are precision-type, of steel backed aluminum with high fatigue resistance. Piston cooling is by means of oil jets from under-mounted nozzles.

To start the Diesel, an independent 25 horsepower gasoline starting engine is provided. Electric or air systems constitute other choices of starting attachments. A dual electric and gasoline system may also be used.

Complete information is available from any Caterpillar Marine Engine dealer or Caterpillar, Peoria 8, Ill.

FLOOR PROBLEM LICKED

The development of a radical new type flooring material is announced by United Laboratories, Inc. of Cleveland, Ohio. This new product, known as *Latex-O-crete*, is designed purposely to resist the destructive action of chemicals, many acids, oils, food fats and acids, fruit juices, solvents and other items which cause deterioration of floors. Of special interest to most plant operating officials is the fact that the product may be applied directly over the old surface at an average depth of only one quarter inch. No special floor preparation is necessary other than thorough cleaning.

Latex-O-crete is shipped in complete "unit" form ready for application. All ingredients are proportioned at the factory and no other materials need be added. The product contains no asphalt or other bituminous substances. It will withstand considerable heavy traffic from materials handling equipment and may be applied either interior or exterior. Latex-O-crete is a highly specialized product for a highly specialized job. It picks up where other industrial flooring materials leave off and is claimed to solve many flooring problems that heretofore have been unanswered. For full details, write United Laboratories, Inc., Cleveland 12, Ohio.

HYDRAULIC LIFT

Applications of the Century "1000" manually propelled hydraulic lift to materials handling problems common to food processing plants warehouses, restaurants, dairies and similar businesses are detailed in a new, two-color brochure published by Century Products Co., Minneapolis, Minn., hydraulic hoist manufacturing firm.

The brochure outlines uses and economies of the 1000-pound capacity lift, describes construction features, hydraulic pump operation and lists specifications on material and design.

The literature is available from Dept. KP, Century Product Co., 5957 Highway 7, Minneapolis 16, Minn.

ROBERT WATT MILLER

Election of Robert Watt Miller as a director of Caterpillar Tractor Co., is announced by A. T. Brown, executive vice president of the company. He will fill the vacancy created by the death of his father, C. O. G. Miller of San Francisco, Calif.

Miller, president of the Pacific Lighting Corporation, San Francisco, was born in Oakland, Calif., Oct. 10, 1899. He attended Yale University as a member of the class of 1920, leaving to become associated with Blair & Co., San Francisco investment firm. He joined the west coast utility in 1924, working through the organization until 1941 when he was elected president.

He entered the Army in 1942 as a captain, stationed at Santa Ana, Calif. He became a colonel, serving as assistant chief of staff, Intelligence, in a major command and was awarded the Legion of Merit for his work. He retired from the Army in 1945.

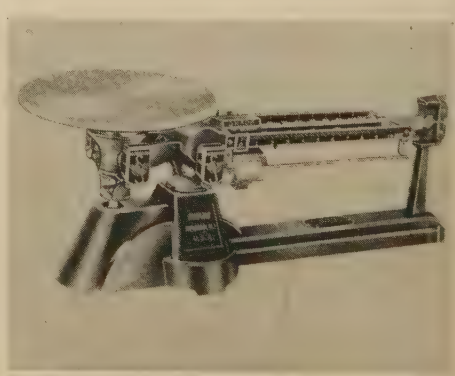
Miller is a director of American Air Lines, Standard Oil Co. of California, J. A. Folger & Co., American Trust Co., Pacific Public Service Co., Pabco Products, Inc. and the Tucker Investment Co. He is president of the San Francisco Opera Association and a trustee of the California Institute of Technology and a member of the Pacific Union and Bohemian Clubs of the Bay Region, the California Club of Los Angeles, the Recess Club of New York and Burlingame Country Club.

In 1921 he married the former Elizabeth Folger. The Millers have four children: Robert Folger, a captain of the Air Force stationed at Mitchell Field, N. Y., Paul Albert of Burlingame, Calif., and Richard Kendall and Marian Madelaine of San Francisco.

The elder Miller, Capterpillar director since 1941, died April 23 at the age of 86.

TRIPLE BEAM BALANCE

The Ohaus Scale Corporation has just announced production of a new type Ohaus Triple Beam Balance which features an undivided tare beam to compensate for the weight of containers, thus eliminating the need for further calculations. (*Continued on page 14*)



Ecuador

(*Continued from page 9*)

Japanese were back in the American tuna market in a big way. As a result the American tuna market had pretty well collapsed. The general food shortage which had existed directly after the war had been pretty well relieved. It was evident to all hands that not only was the American tuna market in bad shape, but it was going to get a good deal worse before it got better. New ventures in the food field, and the tuna field in particular, had to be practical and economically feasible before any banker would loan money to start them.

The projects of these two promoters were not very practical because neither of them knew much about the fish business. They were no longer economically feasible because the drop in the wholesale value of canned tuna on the American market had thrown their figures out of whack. They added up to a loss instead of a profit. Consequently both the Export-Import Bank and the World Bank turned down these schemes and neither would finance the building of a tuna industry in Ecuador.

There had been such a publicity build-up in Ecuador when these concessions were signed that the let-down, when the banks turned down the schemes, was bad. The promoters did not report back the true reason for their failure—the collapse in the American tuna market—but told the President that the American tuna industry had blocked the loans. As a matter of fact the American tuna industry was so busy trying to save its own neck from Japanese competition in this market that it was not paying any attention any longer to possible future competition from Ecuador, which had never been a competitive factor in this business and did not show any real signs of becoming one in the foreseeable future.

Good news travels fast and it takes a long while for bad news to soak into the optomistic craniums of mankind. Even yet the Ecuadorans do not very well understand the position in the world tuna market into which hard, cruel, inexorable economic facts have pressed them.

In common with most of the rest of the coast of Central and South America tuna are seasonal immediately off the continental coast of Ecuador. The occurrence of big schools of tuna suitable for supporting large bait boats or purse seiners is not dependable, and happens only during the summer. Small vessels can work the local schools satisfactorily and profitably then if they have a dependable market.

There are two ways to provide this local market: 1. local canneries and, 2. shipping the fish frozen to the United States, because there is no other market worth bothering about available for a tuna fishery of any size. In either case the product bumps squarely into the identical Japanese product when it hits this market.

The Ecuadoran cannery is not economically feasible because the Japanese can lay down equal or better canned tuna in this market more cheaply than can the Ecuadoran cannery. This is true whether the tariff on canned tuna is 45%, 22½%, or 0%. The Japanese simply have a tuna industry which is more efficient and cheaper than can be built in Ecuador, for a variety of reasons too extensive to go into here. Ecuadors true interest in the canned tuna tariff is this: if the tariff on canned tuna gets much below 45% the United States tuna industry also cannot compete with the Japanese product in the American market and then Ecuador will

have no market for its frozen tuna either.

There is another strike against the Ecuadoran cannery built on a small boat fishery. It is of necessity seasonal. In the competitive conditions of the present canned tuna market of the United States you have to have your brand available on store shelves the year around or you lose your market. If you put up a big seasonal pack and distribute it the year around you are in a hopeless competitive position against a competitor who packs tuna the year around, as does the American and Japanese canner, and thus does not have carrying charges, risks of market fluctuations, etc., that the seasonal canner has.

In the Galapagos Islands Ecuador has large tuna resources much more abundant and dependable than along her continental coast ,although still rather sharply seasonal. To found a fishing community on these largely barren islands large enough to operate a sizeable small boat tuna fishery has not yet proven practical and probably never will.

What is needed in Ecuador to enable her to become economically competitive in the tuna market of the United States is a method of taking the seasonality out of her fishery. But tuna are seasonal off Ecuador, both on the coast and in the Galapagos. So the Ecuadoran fishery to become nonseasonal must follow the tuna down to Peru, and up along the coast of Central America and Mexico.

This takes big boats and big boats can operate in the same areas of the Eastern Pacific more economically from San Diego and San Pedro than from Manta or Guayaquil. The reasons for this are many but among the important ones are the following: Ecuador does not have fishermen, navigators and engineers capable of efficiently operating big vessels on the high seas in a long range fishery; Ecuador does not have the shipbuilding and ship repair industry capable of keeping such a fleet afloat economically; Ecuador still has to ship its fish to the United States for market, either canned or frozen, and the shipping costs are high.

The Japanese have squeezed Ecuador out of the canned tuna market completely and will keep her out. The only market Ecuador has is for frozen tuna, and this it can sell only to American canners. If the Japanese force the price of frozen tuna in America down much more, Ecuador cannot even afford to operate a small boat local fishery for tuna. It does not seem likely at this writing that Ecuador can expand her local tuna fishery by any great amount because of these economic facts. Ecuador has, however, been slow to find out these facts.

For a period of ten years prior to 1950 the relations between the American tuna industry and Ecuador had been excellent, and continually improving. This was profitable to both sides. The revenues which Ecuador derived from this traffic continually increased. By 1949, for instance, the receipts from tuna licenses were providing a little more than one-third the total operating expenses of the Ecuadoran Navy. The fishery law had evolved into a smoothly working and profitable arrangement. Ecuador established a consulate in San Diego whose primary function was attending to affairs arising from the operations of the tuna fleet. This consul could sell American vessels permits either here in San Diego or could sell them to vessels at sea when they ordered them by radio. The fees were on a sliding scale depending on the size of the vessel, and averaged out to about $7.50 per ton. Under this permit the vessel could fish either for tuna or for bait

(Continued on next page)

in any Ecuadoran waters, either continental or in the islands.

The so-called "radio" license was a development which particularly benefited Ecuador, because it gave such a high degree of flexibility to the sale of Ecuadoran fishing permits. Supposing a vessel was fishing off Central America or Peru and did not have an Ecuadoran permit. Suppose further that the fishing at that particular place and season was only moderately good and it heard from a friendly vessel in the Galapagos Islands that the fishing had suddenly turned good there. The cost per day of operating a tuna clipper is high whether it is catching fish or not. The continual struggle of the master is to get a load quick before the trip stretches out so long that it becomes impossible to show a profit on even a full load.

If, now, this vessel had to come back to San Diego to get a license permitting it to go fishing in the Galapagos when it heard from the friendly vessel that fishing was suddenly good there, it could not do so economically and Ecuador would lose that license fee. If, however, it could radio to its agent that it wanted a Galapagos license, if that agent could go to the Ecuadoran Consul in San Diego and buy the license, the Consul could radio back to Quito that the vessel had purchased a license and by the time the vessel arrived at Seymour Island for clearance its permit would be there. By this means the Ecuadoran Government sold large numbers of permits to vessels that had not intended to fish in Ecuadoran waters when they left San Diego and the "radio" license became one of the most lucrative features for Ecuador of the Ecuadoran fishing laws.

But in late 1950 the great enthusiasm which had been generated in official Ecuador by the post-war promoters, plus the disappointment of these promotional schemes failing to develop, came to a head and a new fishing law was proposed. It would have had these features: 1. the permit fees would be raised from an average of $7.50 per ton to $20.00 per ton, 2. Purse seiners would be unable to fish at all in Ecuadoran waters, 3. "Radio" licenses would no longer be permitted, 4. No more fishing by foreign flag vessels would be permitted in the territorial waters of the Ecuadoran continental coast, and 5. The entire fish product of Ecuador would be nationalized in the course of a few years, i.e., the present practice of foreign flag vessels fishing under permit in Ecuadoran waters would be eliminated.

This law was generated principally through lack of knowledge of the economics of the tuna industry and only partly through pique because the post-war promotion deals had not developed. Had this law been enacted in the form in which it was drafted it would have stopped all fishing by American flag vessels in Ecuadoran waters abruptly, for the simple reason that Ecuador by this act would have priced itself out of the market. This was explained by the industry to the Ecuadoran Government. As a consequence the terms of the new law were limited to increasing the license fee from an average of $7.50 per ton to $12.00 per ton; the other features of the proposed law were not adopted.

Even this simple rise in permit costs, however, reacted adversely to Ecuador. The law went into effect in February 1951. Ecuadoran revenues from permit sales in 1951 dropped below that for 1950 in spite of the fact that several new vessels capable of fishing in Ecuadoran waters were added to the fleet in late 1950 and 1951. It was evident that, this simple change in the law, Ecuador had begun the process of pricing itself

out of the market. New skippers who did not have the long experience in Ecuadoran waters which would assure them a fairly rapid catch there could not afford the new fees.

Then in January 1951 another charge was made in the Ecuadoran fishing law. "Radio" licenses were eliminated and all fishing under Ecuadoran permits was prohibited along the Ecuadoran continental coast. Ecuadoran revenues from license sales took an immediate nose dive.

What is going to be the reaction in Ecuador of all this is not known. A new administration came into office on September 1 under the presidency of Dr. Velasco Ibarra. The new administration requires additional sources of government income. One of the quickest ways it can get an increase in dollar income is by changing back the present fishing law to its original form. It must also be remembered that it was under the previous administrations of Dr. Velasco Ibarra that the American tuna industry became a valuable source of income to the Ecuadoran Government. With these things in mind the following letter was addressed to Dr. Velasco Ibarra on August 15:

(*Continued on page 16*)

Progress

(*Continued from page 12*)

ENGINE SALES UP

With recently expanded facilities now operating, Chris-Craft today reported a surge in engine sales that has amounted to a 63 per cent gain over the previous year. Roy Clark, Marine Engine Division, Sales Manager, said the increase could be attributed to the addition of new sales outlets throughout the world and to the introduction of many new Chris-Craft engines.

The Chris-Craft line now includes twenty-two different marine engines, with opposite rotation available on most models. Claimed to be one of the largest manufacturers of engines designed exclusively for marine applications, the Chris-Craft Corporation also manufactures Chris-Craft boats, boat kits and outboard motors.

CARRIER ICE MAKER

The new Carrier Cub automatic ice maker, designed specifically to meet a large business demand, is announced by Carrier Corporation. It will make 200 pounds of cubes or crushed ice daily.

Carrier officials said the new machine was built to specifications set up by hundreds of interviews with operators of hotels, restaurants, hospitals, taverns, supermarkets, meat markets, drug store fountains, and other locations where ice is employed.

A substantial number indicated a definite need for a machine similar to Carrier's revolutionary 450 pound a day ice maker—introduced several years ago, but in a smaller capacity and able to fit even more limited space requirements. The Carrier Cub, now available throughout the country at Carrier dealers, is the answer to their needs.

The new machine, like its bigger brother, may be obtained in a combination model with a factory built-in crusher for production of either cubes or crushed ice at the turn of a knob. Models of this type are supplied with a divided bin, and the machine automatically deposits cubes in one section and crushed ice in the other. Three grades of crushed ice from fine to coarse are available through a simple turn of another knob.

The machine produces only the amount of ice needed, shutting itself off when the bin is full. In addition to providing a completely sanitary supply of ice in the amount needed at the most convenient location for scooping it up, the new Carrier machine can save upwards of $1,000 a year under the cost of ice brought in from outside, according to estimates. The machine makes 40 pounds of either cubes or crushed ice

for about six cents worth of electricity and water at normal rates, Carrier officials stated.

Carrier Cub ice makers are available in three sizes—with 100, 160, or 200 pound storage bins. With the 100 or 160 pound bin, the ice maker occupies a space only about two feet square, or about the same as the average candy or cigarette machine.

BANISH FISH ODOR

The addition of chlorophyll to a waterless hand cleaner which is largely used in industry, is giving new hope to fishermen who are married to fish-hating wives, according to W. J. Leffler, president of Tudor Chemical Specialties, Inc., Yonkers, N. Y.

"When we added chlorophyll to our Quickee Waterless Hand Cleaner," stated Leffler, "we never dreamed that we would attract the sporting fraternity. The chief market for Quickee is among workers who have to remove such stubborn hand stains as paint, pitch, tars, grease and printers' ink."

An excited telephone call from a frustrated Izaak Walton revealed the sudden interest of fishermen in the new Quickee. "Is it true," the man demanded, "that your chlorophyll Quickee will remove the odor of fish?"

Leffler assured him it would and hung up. A survey at paint and housewares counters of department and chain stores disclosed that other fishermen were showing interest in Quickee. As a gesture to the fraternity, the manufacturers have decided to put up the product in tubes as well as in the conventional cans.

"After all," said Leffler, "I'm a fisherman myself."

Birds

(*Continued from page 7*)

average only 41%. Actually there is more efficiency here. The opportunity to shave costs in production have been reduced to a minimum by efficiency of plant operation in most industries.

So, the best means of reducing the cost factor today, lies in more efficient merchandising.

Market surveys are the most effective means of determining the desires of customers. Giving the customer what he or she wants is truly the essence of trade. The best way to find out what they want, when they want it and how much they are willing to pay for it, is through Market Research.

Qualitative Research requires more than the presence of a quizzer in a few representative markets. Scientifically, for a reasonably typical survey in a community the size of San Diego or Long Beach, the big Research Institutes would probably make only around 80 to 200 interviews. Let us consider a sampling of the minimum amount.

For a food product they would probably interview about 60 women and around 20 men. For a fairly accurate cross-section it would be necessary to have 71 interviews with white persons,

nine with Negroes. There would be about 10 to 15 interviews with young people between the ages of 15 and 21, 25-30 interviews with those in the 22-35 bracket, 20 with persons 35 to 55, etc.

Results when tabulated would be in percentages and the sampling percentage measured against the total population of the area would then give a reasonably accurate estimate of the total sales that might reasonably be excepted in that community.

When times are good there is less need for research, but in a slackening market, when sales resistance is increasing, business must follow the shortest possible path to the buyer's door. Market Research surveys are the maps for the businessman seeking the most direct route.

Surveys also indicate where to concentrate advertising and can demonstrate the need for improved merchandising methods and the means of improvement for a lowering of sales costs with resultant higher profits for the producer.

Advertising is Tuna's only Salesman and Research is the hand-maiden of Advertising—the Fisher-Birds that point the way for business to throw its bait where the fish are most likely to be.

Flow

(*Continued from page 8*)

OCEAN PERCH (Rosefish): Ocean perch fillet stocks (fresh frozen) on August 1 amounted to 717,000 pounds, compared with 416,000 pounds a month earlier and 756,000 pounds during the previous year.

GOVERNMENTAL FINANCIAL ASSISTANCE

The Japanese Government is planning additional financial assistance to Japanese fisheries. A special credit fund is expected to be created. This fund will be used for the financial relief of smaller fishery firms. The plan was publicized in the press (*Kyodo*, July 22) and confirmed by the Japanese Fisheries Agency, reports a July 30 dispatch from the American Embassy at Tokyo.

The plan is to establish a fund in the amount of 2 to 4 billion yen (U.S. $5,555,000 to 11,100,000. This fund will be created by deposits from fishermen's cooperatives, fishermen's federations, and perfectural governments. The fund will guarantee repayment of loans borrowed by the members of the fund from the Agricultural and Forestry Central Bank (government institution) and other financial institutions. The government will in turn guarantee payments made from the fund. The fund will be administered by the Minister of Agriculture and Forestry (which includes the fisheries agency) and the Minister of Finance.

A bill to provide proper legislative measures to establish and operate this fund will be introduced in this next session of the Diet which is expected to reconvene in September.

DFA BULLETIN No. 1

Due to the numerous changes that are being made in the various NPA orders, largely as a result of the resumption of steel production, defense fisheries administration plans to revise the DFA Bulletin No. 1 "The Fishing Industry and the Controlled Materials Plan" and again release it to the members of the fishing industry as soon as it can be brought up-to-date. Until the revised bulletin can be prepared, persons now in possession of the previous bulletin, dated June 1952, should consider it as being obsolete and no longer valid. In the meantime, persons in the fisheries desiring any information regarding procedures under the controlled materials plan should write or telephone directly to the Defense Fisheries Administration, U. S. Department of the Interior, Washington 25, D. C. Persons interested in obtaining copies of the re-

(*Continued on page 18*)

Ecuador

(*Continued from page 14*)

Quito, August 15th, 1952.

"Your Excellency
Senor Doctor Don
Jose Maria Velasco Ibarra
Elected President of the Republic
of Ecuador, Quito.

Your Excellency:

"It is highly honoring to me to address Your Excellency in order to state, both, personally and in behalf of the institution I belong to, what follows, hoping that because this matter is very important and delicate it will deserve her study and consideration:

"During your last administration and during 1948 the revenues which Ecuador received from her fisheries reached an all time high level, and the relationship between the Government of Ecuador and the vessels which are members of the American Tuna boat Association was on a completely friendly basis with no incidents to mar the tranquility of that relationship.

"During the past two years the revenue which Ecuador receives from her fisheries has declined sharply at the same time that the number of tuna clippers of American flag, large enough to travel this far south for fishing, has increased sharply. This condition should have resulted in the doubling of Ecuador's revenue from her fisheries, rather than cutting them in half, as has been the actual case. This past two years has been marked, also, by a rapid deterioration in the relationship between Ecuador and the American tuna fleet, repeated accusations of illegal fishing, numerous seizures of tuna vessels (but none caught illegally fishing), and repeated protest from the Government of the United States of America to the Ecuadoran Government over these seizures.

"On our part we deplore this deterioration in feeling and we are most anxious to restore once more the friendly basis of operation which we had with Ecuador during your last administration, which proved to be so profitable to Ecuador in revenue and by which we profited by also.

"This deterioration in relationship has not been caused by accident; it has been the result of changes in the fishing laws of Ecuador and changes in fishing practises by us. These changes in fishing practises should have operated to the economic advantage of Ecuador by increasing her revenues, but simultaneous changes in the Ecuadoran fishing law have not only robbed Ecuador of these economic advantages, but have in fact greatly lessened Ecuador's revenue from her fisheries.

"There have been two chief changes in our fishing practises which should have reacted to great advantage for Ecuador's revenues. In the first place, we have built a large number of new tuna clippers in the past four years. In this short period of time the number of vessels in our fleet capable of working efficiently as far south as Ecuador has been more than doubled. Since they were capable of fishing this far south, if conditions here had been kept convenient for them, this in itself should have nearly doubled Ecuador's revenue from her fisheries.

"In the second place, we have discovered and developed, during the last four years, new fishing banks which lie far off shore in the international waters of the high seas off northern Peru and the Gulf of Quayaquil. Now that these banks have been explored and developed by us large numbers of our vessels come down here in the summer and fall months. We can fish this area with bait we bring from the north (California, Mexico, Nicaragua, Panama or Colombia) and that is what we are doing now. But it would be convenient for us to get bait closer to these banks if that proved possible. Sometimes we cannot get a full load of tuna with one load of bait. In such instances now, when we are fishing the International Bank off northern Peru, we go back to Panama or Colombia for a second load of bait. The round trip back to Panama takes a weeks time which could be saved for fishing if we could get bait close to the banks.

"Last summer several of our vessels which had Ecuadoran Fishing permits explored the inshore waters of the Gulf of Guayaquil for bait. They found good bait in Ecuadoran territorial waters there and many of our vessels bought Ecuadoran permits to fish there for bait. The conjunction of good tuna fishing far off shore from the Gulf of Guayaquil and good bait in Ecuadoran waters in the Gulf of Guayaquil made it appear certain that Ecuador was going to open up a new source of fishing revenue as valuable to her as the Galapagos Islands had been for many years. But changes which took place in the Ecuadoran fishing law defeated the opportunity which these two important changes in our fishing practise had given to Ecuador.

"In February, 1951, the Ecuadoran fishing law received certain changes. Chief among these was the raising of the cost of Ecuadoran fishing permits from an average of $7.50 per ton U. S. to $12.00 per ton U. S. The purpose of this change in the law was to increase the revenues which Ecuador would receive from its fisheries; the result of these changes was precisely the opposite. Revenues began to decline.

"This raise in cost of operation came just at the time when the reentry of Japanese tuna into the American market made it necessary for our vessels to reduce costs of operation at every possible point in order to meet this new and vigorous competition from Asia. When this big jump in the cost of Ecuadoran permits came in 1951 many of our vessels simply went other places to fish.

"We fish in all of the waters of the eastern tropical Pacific Ocean from southern California to northern Peru. Most of our tuna is caught in the international waters of the high seas, except in the Galapagos Islands where good catches can be made at certain seasons of the year close in shore in Ecuadoran territorial waters. During the past ten

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years the trend of our fishing has been farther and farther from shore. We now do a good deal of fishing more than two hundred miles from any land and expect to go out much farther yet to sea for tuna. The United States Government, which is carrying out large scale tuna explorations in the Tropical Pacific is finding that the tuna extend in unbroken abundance through the tropical Pacific. Our expectation is that ten years from now we may be fishing for tuna 1,500 to 2,000 miles from any land, but at distances no greater from San Diego than we fish now when we come to the Galapagos Islands.

"Except in the Galapagos Islands, our principal interest in coming into the territorial waters of another country, throughout the entire area from California to Peru, is to catch bait. We get considerably more than half of our bait from Mexico, and bait is sufficiently abundant along the long coast line of Mexico that we could get all of our bait there if it were necessary. Our bait permits in Mexico cost us an average of $9.00 per ton of tuna. This provides a large revenue for Mexico and Mexico is happy with it. This bait is close to our home ports so that we can catch a load of it and tuna cheaply and quickly without having the wear and tear on machinery and vessels, and the time of the vessel is simply running and not fishing, which the longer trips to the south cost us. Further south Nicaragua, Costa Rica, Panama and Colombia have bait resources that are good at certain seasons of the year. Our permits to take bait in the waters of these countries are considerably cheaper than our Mexican permits because, being farther away from our ports and with bait less abundant, constant in supply, and useful, they are not so valuable to us.

"You can understand, then, why so many of our vessels stopped buying Ecuadoran permits when their cost went above the price of the permits we get from countries closer to our ports and more convenient to us. You yourself—and excuse me the comparison—would not walk two blocks to buy a package of matches for ten sucres if you could just step outside your door and buy them for fifty centavos.

"Then on January 29, 1952, the Ecuadoran fishing law was once more changed. Once again the revenues which Ecuador received from its fisheries declined sharply. The two chief changes were: (1) our ability to buy by radio permits to fish in Ecuadoran waters while we were on the high seas was revoked, and (2) our ability to fish and catch bait in the waters of continental Ecuador under these permits we purchased was revoked. The result of these two moves was to so reduce the value of Ecudoran permits to our vessels that fewer and fewer vessels have purchased these permits.

"These of our vessels which intend to come as far south as Ecuador fish during all or most of the trip down. Only a few, now, start out with the certain intention of fishing in the Galapagos Islands, and none start out with the certain intention of fishing in coastal Ecuadoran waters, where the fishing is ordinarily too poor by our standards to warrant our purchase of an expensive permit for the purpose of fishing there. In the course of a voyage, however, the captain of a vessel may learn by radio from a friend on a vessel in the Galapagos Islands, who has bought a permit and is fishing there, that the fishing in the Galapagos Islands has become good. If this captain, who may be fishing off Panama, Peru, or Nicaragua, could radio to the Ecuadoran consul in San Diego and buy a permit in this way at the time he gets the news from the Galapagos Islands it would be advantageous for him to change his fishing plans and do this. Under the old Ecuadoran law he could do this, and Ecuador gained much revenue from this feature of its fishing law. Under the new Ecuadoran law he can not do so, so he continues to fish where he is, or goes somewhere else, and Ecuador loses the revenue which he would willingly have paid for the privilege of fishing in the Galapagos Islands.

"Since fishing is normally so poor by our standards along the coast of continental Ecuador we would seldom buy a permit to fish for tuna there unless it would be very cheap. In view of the fact that there is good bait, although no tuna in commercial concentrations, in the Gulf of Guayaquil, many of our vessels would buy Ecuadoran permits to fish there because these bait grounds are so close to the International Banks off Peru where the tuna fishing is good. Now they cannot do so if they want to and Ecuador loses revenue to Colombia, Panama, Costa Rica, Nicaragua, El Salvador and Mexico.

"Both of these changes in Ecuadoran fishing law, in 1951 and 1952, which have so reduced the revenues of Ecuador from her fisheries, were made by the Executive Power and not by the Congress.

"The objectives of Ecuadoran fishing law and policy should be to obtain the maximum revenues that can be had from her fisheries and to protect the welfare of Ecuadoran fishermen and people of Ecuador by guarding her fishery resources from being over fished. Present Ecuadoran fishing law and policy has diminished Ecuador's revenue and has not contributed to the protection of the resources. The following suggestions can be made to rectify these situations:

"1. We do not insist on a reduction in the permit fees. We do call your attention above, however, that Ecuador obtained more actual revenue from the former low permit fees than she does from the present high fees, and that it is apparent that the present fees are too high to bring in maximum revenues, for reasons which are explained above.

"2. We recommend, for reasons noted above, the restoration of radio permits as one of the most important measures Ecuador can take to increase her fishing revenues.

"3. We recommend the reopening of

(Continued on next page)

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the water of the Gulf of Guayaquil to our operations under the permits we buy so that Ecuador can take advantage of the proximity of her bait grounds to the tuna banks off Peru. This will be an equally important measure of increasing Ecuador's revenue, and bring to her revenue which is now going to northern countries. This will not interfere with local Ecuadoran tuna fishing, which is confined to the inshore waters of Manabi Province. Nor will it interfere in any way with the infant shrimping industry in the Gulf of Guayaquil.

"4. We recommend that this change be accomplished by permission to clear our vessels at Salina's and Puerto Bolivar, and to buy fuel at La Libertad. These actions, if permitted, will become large, new and valuable sources of business profit for Ecuador citizens and an important added source of foreign exchange income to Ecuador. We would just as soon bring this profit to Ecuador as spend our money in Panama, Costa Rica, Nicaragua, and Mexico as we do now. And finally,

"5. We recommend that Ecuador adhere to the treaty between the United States and Costa Rica establishing the Inter-American Tropical Tuna Commission. By doing this Ecuador can obtain at practically no cost to herself the advantage of highly skilled scientists to determine the scentific facts which may be required to prevent overfishing of Ecuadoran marine resources.

"Knowing your interest in the welfare of Ecuador's fisheries, and being well acquainted with the capable way in which these matters were handled in your previous administrations, we make so bold as to put forward the above suggestions for your consideration.

"I have written this letter to you because I do not speak Spanish comfortably. But I will be in Quito for another week and I would be happy and proud to be able to answer any questions you may have on these matters through an interpreter.

"Sincerely yours,
W. M. Chapman,
Director of Research

When and if these fishery law matters are straightened around it will be found that the current arguments with Ecuador over territorial waters and the seizure of American vessels by Ecuador will simply evaporate. Nearly everything we wish to do in the vicinity of Ecuador we wish to do within three miles of their coast. In Ecuadoran continental waters we wish to catch bait. All of this lies closer to the Ecuadoran coast than three miles. In the Galapagos Islands we wish both to catch bait and tuna. All the bait is close to the beach. Most of the tuna is within three miles of land. If a vessel cannot come within three miles of Ecuadoran land, very few, if any, would bother to go to the Galapagos Islands. Ecuador does not make a single sucre more from tuna licenses with a twelve mile limit than it does with a three mile limit. These things also are becoming realized in Quito.

Our trouble with Ecuador is mainly poor liaison. The Ecuadoran Government does not have much knowledge of the complex economics of the tuna industry. They have had little opportunity to learn through experience. The American tuna industry has been so busy at home trying to save its neck in the American tuna market that its representatives have had no time to go to Ecuador and explain these things to the Ecuadoran Government. The Ecuadoran Government has had to depend for its information from wild-eyed American promoters who were after a fast buck, instead of being able to get sound advice from men in the industry who knew what they were talking about. The result has been serious loss of revenue to Ecuador and further inconvenience to the American tuna industry. The fault lies no more with Ecuador than it does with us. If we take the time to explain to Ecuador these things and show her where her interests are best served there is no reason to expect that her Government will fail to respond in Ecuador's best interest.

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Flow

(*Continued from page 15*)

vised bulletin should address their requests directly to the same address.

NPA REVOKES ORDER

Of interest particularly to producers of fish solubles will be the action of NPA in revoking Order M-94 (sulphuric acid) effective August 18, 1952. The revocation which lifts distribution controls on sulphuric acid was made possible because the supply and demand for sulphuric acid now appear to be in approximate balance. Order M-94 was originally issued December 29, 1951, to prevent serious maldistribution of sulphuric acid and required producers to maintain the same ratio between sales and captive use of total production of sulphuric acid which they maintained in 1950.

The revocation of M-94 does not imply that elemental sulphur is no longer in short supply. Sulphur consumption is governed by Order M-69 which restricts sulphur use to 90 per cent of 1950 usage and which continues to remain in effect.

DR. JOHN L. KASK APPOINTED

Dr. John L. Kask, assistant director of the U. S. Fish and Wildlife Service, has been appointed by the President as a United States member of the Inter-American Tropical Tuna Commission and the International Commission for the Scientific Investigation of Tuna, Secretary of the Interior announced early this month.

On both of these commissions Kask succeeds Milton C. James who retired as the service's assistant director on March 31 of this year.

Kask was in Costa Rica to attend the fourth meeting of the Inter-American Tropical Tuna Commission held in San Jose from August 13 to 15.

These commissions were established by conventions between the United States and Mexico. Both were set up to make a joint study of certain tuna fisheries, namely yellowfin and skipjack, and related coastal bait fisheries, in the tropical waters of the Eastern Pacific Ocean, "with a view to maintaining the

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populations of these fishes at a level which will permit utilization year after year without depletion."

The Mexican convention was signed at Mexico City on January 25, 1949, and entered into force on July 11, 1950. The Costa Rica convention was signed at Washington on May 31, 1949, and entered into force on March 3, 1950. This agreement is open to adherence by other interested governments.

ENGINE PARTS PARACHUTED

Numerous heavy engine parts for disabled tunaboats have been delivered by air at sea; but it is doubtful if many of them have been parachuted upon delivery, and this provided one of the most unique jobs to be pulled off in this category, according to Ed Molitor, of the Molitor Aircraft Service in San Diego.

Captain Coleman, of the tunaboat *Refuge*, cracked his engine head last month and took shelter at the South Anchorage of Guadalupe Island, 275 miles south of San Diego and some 185 miles at sea. Coleman's appeal for an engine head reached Shepherd Marine and the head was delivered to Molitor for transportation to Guadalupe.

With no landing facilities on the Island and no sea plane immediately available, the problem of how to get the head to Captain Coleman on the *Refuge* posed a question.

It was eventually decided to parachute the head to Coleman. This involved devising a chute and a static line, and some means to insure the head would float until it could be picked up by the boat crew. The entire rigging job required several hours.

The plane circled at 300 feet altitude over the tunaboat and the heavy engine head was released; a wave from below indicated it was picked up successfully aboard the *Refuge*. Molitor believes the job could be done successfully on heavier parts and certainly if this is true, it should prove a boone for the tuna-fleet.

AUTOMATIC NPA ALLOTMENT

The creation of an automatic allotment procedure designed to benefit approximately 10,000 manufacturers of "B" products beginning with the first quarter of 1953 was announced recently by the National Production Authority. This will particularly assist such groups in the fishing industry as shipyards, ship-repair yards, and manufacturers of fishing equipment.

In announcing this step, to be effective August 11, 1952, NPA said that these producers may calculate their own allotments and obtain necessary priority assistance in procuring controlled materials without submitting CMP-4B applications. The large majority of small businesses will not have to file applications for allotments of controlled materials; however, NPA will still process individual CMP-4B applications which will account for approximately 85 per cent of carbon steel.

NPA revealed that tentative levels for automatic allotments of copper and aluminum for the first quarter 1953 are set at 100 per cent of third quarter 1952 allotments, up to 40,000 pounds of copper and 60,000 pounds of aluminum. However, as a result of the loss in production sustained during the steel strike, first quarter 1953 allotments of carbon steel under the automatic allotment procedure will not permit any additions to the already authorized advance allotment level, which is 60 per cent of the third quarter 1952 quantities. At the same time, NPA stressed that these tentative steel allotments may have to be

revised downward when analysis of the first quarter 1953 requirements and supply is completed and the full impact of the eight-week steel strike is appraised.

These are the actions taken by NPA:

1. A new Direction 18 to CMP Regulation 1 which provides the automatic-allotment procedure for certain "B" product producers *who received third quarter 1952 allotments*. Such producers are told how to calculate their own allotments. Direction 18 requires them to use the same allotment symbol they used to obtain materials for third quarter 1952.

2. Amendment 2 to Direction 1 of CMP Regulation 1 establishes a cut-off date of December 31, 1952, for the use of the current self-authorization procedure and provides that it shall not be used the fourth quarter of 1952.

3. A new Direction 17 to CMP Regulation 1 stipulates that, beginning with the first quarter of 1953, a producer of "B" products, *who did not receive third 1952* allotments on a CMP-4B application, may self-authorize purchase orders only if his total requirements of controlled materials do not exceed 25 tons of carbon steel, one ton of alloy steel, 500 pounds of nickel-bearing stainless steel, 10,000 pounds of copper, and 20,000 pounds of aluminum. It permits such producers to use the allotment symbol SU to obtained controlled materials, and the rating DO-SU to secure other materials.

NPA emphasized that the automatic-allotment procedure should not be confused with the self-authorization procedure. "The automatic allotment procedure takes up where the self-authorization procedure leaves off," NPA explained.

Direction 18 provides a small bonus to those who are eligible for the automatic-allotment method over those who will file CMP-4B applications. For example, it permits producers who use the automatic allotment procedure to receive 100 per cent of the first 60 tons of carbon steel, plus 60 per cent of the excess between that tonnage and 500 tons.

Under the automatic-allotment pro-

(Continued on next page)

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cedure, a producer may calculate his own allotments and place purchase orders without submitting a CMP-4B application to NPA for any calendar quarter if his total third quarter 1952 allotment of each kind of controlled material did not exceed the following amounts:

Carbon steel (including wrought iron)	500 tons
Alloy steel (except nickel-bearing stainless)	90 tons
Nickel-bearing stainless steel	10,000 lbs.
Copper and copper-base alloy brass mill products, copper mill products, copper wire mill products, copper and copper-base alloy foundry products and powder	40,000 lbs.
Aluminum	60,000 lbs.

The amount he calculates as his allotment does not take into consideration the fourth quarter 1952 carry-over quantities of controlled materials which many manufacturers also will receive during the first calendar period 1953.

"Although the review of the first quarter 1953 requirements and supply position has not been completed," NPA reports, "we felt it was necessary to take this action at the same time the first quarter 1953 CPM-4B forms were distributed so as to provide the necessary information to the manufacturers who will be relieved of filing applications for allotments."

Furthermore, the automatic-allotment method will be very helpful to these producers who will know each quarter the amount of their allotments without waiting for authorization from NPA.

THE PORTUGUESE FIESTA

Commemorating the discovery of San Diego Bay by the Portuguese navigator Juan Rodriguez Cabrillo, in 1542, the City's Portuguese community annually celebrates this event with a banquet and fiesta under the sponsorship of the Cabrillo Civic Club.

At the helm of the celebration this year was Manuel E. Simas, general chairman and principal speaker; Mary Virissimo, as entertainment chairman; and Mathew Olivera, master of ceremonies.

Conservative estimates placed the crowd this year at more than 600 persons. Following a Hawaiian dinner, entertainment was provided by a group of Hawaiian singers and dancers.

Notables present included Mayor John Butler, District Attorney Don Keller, Port Director John Bate, and Carl Nash, president of the Point Loma Businessmen's Association.

INVESTMENT

Excellent opportunity for reasonable investment in 220-ton tuna clipper. The SEA MAGIC was built in 1949, and is presently under long-term contract to a cannery. All, or part, of five per cent interest offered at rate of $1,500 of each per cent. Total $7,500. Mr. Everett Seeley, 256½ Third Avenue, Chula Vista, California. Hancock 2-1833 (office) or Hancock 2-1650 (home).

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FISHERMAN'S FIESTA

Approximately 250,000 Southlanders made their annual pilgrimage of fun September 19-21 to San Pedro where they thrilled to the spectacular events of the sixth Fishermen's Fiesta.

Three days of colorful pageantry saluting San Pedro's $270 million commercial fishing industry and the more than 6000 fishermen who help make it the world's greatest came to a dazzling finish with the impressive blessing of the fishing fleet and the parade of almost 100 gaily decorated purse seiners Sunday, September 21.

Dipping into the rich tradition of the Old World, Archbishop J. Francis A. McIntyre conferred the blessing of the church on the boats of the fishing armada in the presence of high state, civic, military and religious dignitaries.

On hand also were Joanne Sullivan, 18-year-old Skipperette of 1952, reigning beauty of the fiesta, and Floyd W. Maxwell, chairman of the Los Angeles Newspaper Publishers Association, who served as Honorary Skipper. Florence Chadwick, famed distance swimmer, was daubed Honorary Skipperette.

Preceding this, a Solemn High Mass of Thanksgiving was chanted at Mary Star of the Sea Church. Headed by the Archbishop, a resplendent procession of clergy, Knights of Columbus color guards in full dress and representatives of the three military branches wend its way to Fishermen's Dock.

After the blessing, the excited crowds, plus thousands of televiewers throughout the state, were treated to the only spectacle of its kind in the nation—almost 100 riotously bedecked purse seiners in a huge and stirring aquatic parade, largest ever staged anywhere.

Decorated to carry out the fiesta theme, "Musical Memories," the boats sailed by in majestic review—their goal a rich purse of $7500 in cash prizes.

Further emphasizing the musical motif of the marine extravaganza, rapidly developing into one of the country's outstanding spectator events, disc jockeys of Los Angeles television and radio stations served as "honorary boat pullers."

First Place, and winner of $1,000, was the ENDEAVOR for boats under the 75-foot class. The Endeavor's theme was "Circus Waltz."

As a prelude to Sunday's climaxing fetes, San Pedro hosted swarms of visitors Saturday night, September 20, at a gigantic street parade and street dance and on Friday night, September 19, at the fiesta kick-off, a mammoth square dance.

Sidelights of the famed port celebration that kept young and old amused every minute were boat rides for the public, a carnival, decorated booths, fish fries, marine art exhibit and anglers' skill contest.

The fiesta was sponsored by the San Pedro Chamber of Commerce. At the helm of the committee which charted preparations was John Real.

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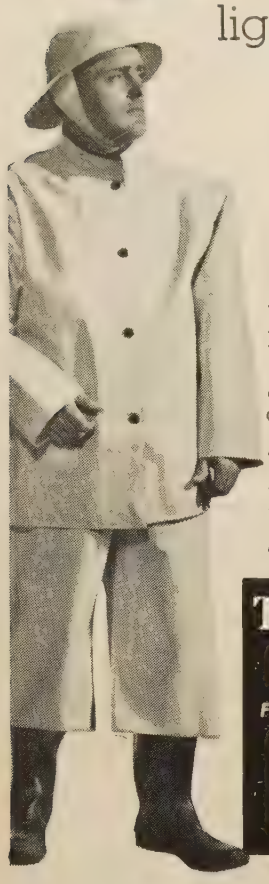

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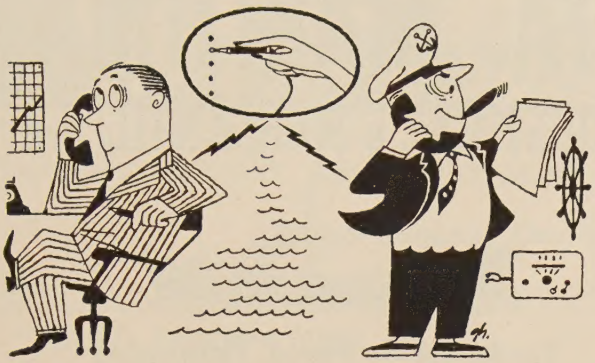

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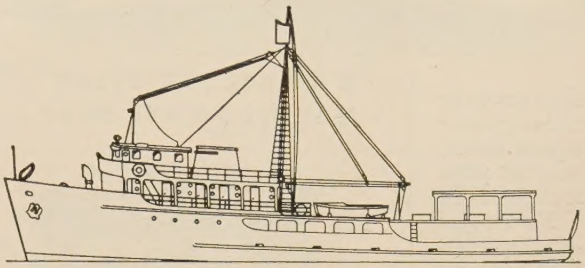

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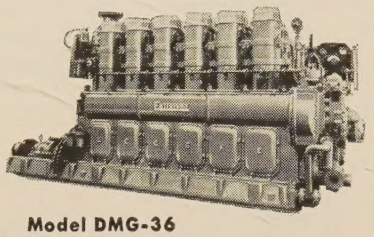

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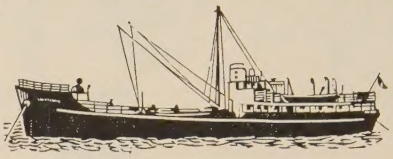

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